



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/016,302

10/29/2001

Eric J. Howell

2185.001US1

7388

21186

7590

05/04/2007

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

P.O. BOX 2938

MINNEAPOLIS, MN 55402

EXAMINER

RINES, ROBERT D

ART UNIT

PAPER NUMBER

3626

MAIL DATE

DELIVERY MODE

05/04/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	Application No. 10/016,302	Applicant(s) HOWELL ET AL.	
	Examiner Robert D. Rines	Art Unit 3626	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 07 February 2007.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-49 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-49 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Continued Examination Under 37 CFR 1.114***

[1] A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 7 February 2007 has been entered.

***Notice to Applicant***

[2] This communication is in response to the Amendment/Request for Continued Examination (RCE) filed 7 February 2007. Claims 1, 27-28, and 48 have been amended. Claim 49 has been added. Claims 1-49 are pending.

*Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

[3] Claims 1-7, 9-32, and 34-49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lencki et al. (United States Patent Application Publication #2002/0049617) in view of Wolff et al. (United States Patent Application Publication #2002/0029158) and further in view of Smithies et al. (United States Patent #6,091,835).

As per (currently amended) claim 1, Lencki et al. disclose a method for processing health insurance applications over a network, the method comprising: presenting a user interface to an applicant over the network (Lencki et al.; Abstract and paragraphs [0010] [0219]), the user interface including information pertaining to a health insurance plan selected by the applicant and facilitating input of health insurance application data by the applicant (Lencki et al.; paragraphs [0010] [0084] [0085] [0114]); receiving, at a transaction facility, the health insurance application data from the applicant via the network (Lencki et al.; paragraphs [0136] [0164]).

Although Lencki et al. teaches the use of security measures including firewalls, SSL, and password authentication for users visiting the sites (Lencki et al.; paragraph [0097]), Lencki et al., fails to specifically teach assembly of user information into a single secure document for transmission to insurance carriers. Lencki et al. further fails to disclose the use of a binding electronic signature to consummate the transaction.

As evidenced by Wolff et al., the consolidation of insurance application information into a secure digital document for electronic transmission to involved parties is well known in both the insurance and e-commerce arts (Wolff et al.; paragraphs [0015] [0017] [0018]). Accordingly, Wolff et al. teach transforming the application data into a secure digital file; and transmitting the secure digital file (Wolff et al.; paragraphs [0015] [0017] [0018]) to the health insurance carrier. Additionally, Wolff et al. disclose customizing the secure document to include any information required by a specific carrier (Wolff et al.; paragraph [0018]) and upon acceptance of an insurance bid, transforming the applicant's information into an official approved insurance application (i.e., finalized application) (Wolff et al.; paragraph [0020]). Though directed to the life insurance application process, Examiner submits that the secure document assembly and transmission of insurance application data disclosed by Wolff et al. and noted above are applicable to an insurance application process as a matter of user choice. Accordingly, Wolff et al. disclose transforming the health insurance application data into a secure digital file thereby creating a finalized health insurance application; and transmitting the secure digital file to the health insurance carrier (Wolff et al.; paragraphs [0015] [0017] [0018] [0020]).

Wolff et al. fail to disclose legally binding the policy/application by electronic signature.

However, as evidenced by Smithies et al., multi-step processes that require a party or parties to confirm transactional specifics, understanding of the material, and evidence the party's intention to be legally bound by the electronic agreement are well-known in the e-commerce art (Smithies et al.; Abstract, col. 7, lines 24-41, and col. 13, lines 14-51) in addition to providing an electronic signature (Smithies et al.; Fig. 4c and Fig. 4d). Accordingly, Smithies et al. disclose the amended limitations receiving, at a transaction facility, an electronic signature from the applicant; obtaining a confirmation from the applicant, in addition to the receiving of the electronic signature, that the applicant intends to be legally bound by the electronic signature (Smithies et al.; Abstract, col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined the teachings of Lencki et al. with those of Wolff et al. and Smithies et al. Such combination would have resulted in a computer-based system and method which provides for user access to the system via a user-interface (Lencki et al.; Abstract and paragraph [0010]), provides for user entry of enrollment information into the system (Lencki et al.; paragraph [0084]), enables the user to select and purchase benefits from various insurance offered health insurance products (Lencki et al.; paragraphs [0114]), requires that the user confirms choices (Lencki et al.; paragraph [0165]), requires the user to commit to completing the transaction by committing to a dollar amount for each benefit and providing payroll information (Lencki et al.;

paragraphs [0179] [0180] [0184]). Additionally, such a system and method would provide for the sending of required disclaimer language to the user in response to selection/choices (Lencki et al.; paragraph [0180]). Further, such a system and method would provide for the creation of a single Insurability Documentation File from entered and collected user data (Wolff et al.; Abstract and paragraph [0014]) and further provide for secure assembly of the document and secure transmission of the document over an encrypted or otherwise secure network to participating insurance companies (Wolff et al.; paragraphs [0015] [0018]). Additionally, such a system/method would have employed well-known techniques for producing and binding legal documents, such as insurance applications, by a multi-step process in which the affirming party is required to confirm that the affirming party (i) is in fact the identified party (ii) understands that by entering the affirming data he or she is thereby affirming or becoming legally accountable for the undertakings of the document (iii) (he or she) has adequately reviewed the document transaction and (iv) understands the undertaking of an event or the provisions within the document (Smithies et al.; Abstract). The motivation to combine the teachings of Lencki et al with those of Wolff et al. would have been to create an Insurability Documentation File that contains information needed by insurers to evaluate a prospective insured party. Further motivation would have been to enable bidding by different insurers to increase the likelihood of the prospective insured finding an insurance policy that fits his or her needs (Wolff et al.; Abstract). The motivation to combine the additional teachings of Smithies et al. would have been to employ well-known techniques for electronically binding contractual documents by gathering additional collateral evidence to support the contention that the electronic signature was input by the person who is claimed to be the affirming party and to generate a comprehensive transcript of

Art Unit: 3626

record of the facts and circumstances associated with a party's action as they "sign" and "affirm" and electronic document (Smithies et al.; col. 5, lines 40-44 and col. 6, lines 61-65).

As per claim 2, Lencki et al. teaches a method further comprising providing the applicant a form of electronic payment (Lencki et al.; paragraphs [0104] [0179] [0180]).

As per claim 3, Wolff et al. teaches a method further comprising assembling the form of electronic payment into the secure digital file (Wolff et al.; paragraphs [0015] [0017] [0018]).

As per claim 4, as is evidenced by Smithies et al., obtaining of the electronic signature from the applicant comprises providing to the applicant a form of electronic signature to authenticate the applicant's intention to enter into a health insurance contract (Smithies et al.; Abstract , col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d), is well known in the art.

As per claim 5, Smithies et al. teaches a method of further comprising assembling the form of electronic signature into the secure digital file (Smithies et al.; Abstract , col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

As per claim 6, Smithies et al. teaches a method wherein the obtaining of the confirmation from the applicant that the applicant intends to be legally bound by the electronic signature comprises: requesting the applicant to type the applicant's name twice (Smithies et al.; col. 7, lines 42-57)

NOTE: Smithies enables a user choice of affirmation by typing a name; requesting the applicant



Art Unit: 3626

to type the date (Smithies et al.; col. 14, lines 42-51 \*Smithies employs a time and date stamp); providing the applicant with hyperlinks to portions of the application that have legally binding language (Smithies et al.; col. 8, lines 15-43 and col. 8, lines 60-66 \*Smithies employs a transcript generator to link confirmation items to specific document statements); and requesting the applicant to check an acknowledgement box and click a button indicating the applicant's intention to be legally bound (Smithies et al.; col. 9, lines 64-67 and col. 10, lines 1-19).

As per claim 7, Lencki et al. teaches a method wherein the electronic health insurance application is in the form of any one of an hypertext markup language (HTML) page, an extensible markup language (XML) page, a dynamic HTML page, and a JavaScript (Lencki et al.; paragraphs [0276] [0277]).

As per claim 9, Lencki et al. teaches a method wherein presenting a user interface to an applicant over the network further comprises: providing a user interface to enable the applicant to enter data required in an application (Lencki et al.; paragraphs [0010] [0084] [0085] [0114]); verifying that the data entered by the applicant is appropriate for the application (Lencki et al.; paragraphs [0108] [0166] [0223]); populating an electronic application with the application data provided by the applicant (Lencki et al.; paragraphs [0084] [0085]); permitting the applicant to view the populated application (Lencki et al.; Abstract and paragraph [0010]); and permitting the applicant to reject or approve the populated application (Lencki et al.; paragraphs [0166] [0223]).

As per claim 10, Lencki et al. teaches a method further comprising allowing the applicant to create a customer account wherein the applicant can save application data (Lencki et al.; paragraphs [0010] [0081] [0082] [0171]).

As per claim 11, Lencki et al. teaches a method wherein verifying that the data entered by the applicant is appropriate for the application further comprises analyzing the application data received from the applicant to determine (Lencki et al.; paragraphs [0108] [0166] [0223]), according to predetermined business rules (Lencki et al.; paragraph [0299]), whether the applicant has provided appropriate information (Lencki et al.; paragraphs [0108] [0166] [0223] [0299]).

As per claim 12, Lencki et al. teaches a method wherein providing a user interface to enable the applicant to enter data required in an application further comprises assisting the applicant to choose a health plan based on a plurality of factors pertaining to personal data of the applicant (Lencki et al.; paragraphs [0202] [0203]).

As per claim 13, Lencki et al. teaches a method wherein the personal data comprises any one of the number of persons covered under the health plan (Lencki et al.; paragraphs [0083] [0084] [0086]), relation between the persons and the applicant (Lencki et al.; paragraphs [0083] [0084] [0086]), the age of the applicant (Lencki et al.; paragraphs [0138] [0140]), prior health history of the applicant (Lencki et al.; paragraph [0137]), a desired price of the plan, a preference of the applicant regarding a health insurance carrier providing the plan, and a preference of the

applicant regarding the type of benefits associated with each plan (Lencki et al.; Abstract paragraphs [0116] [0117] [0118]).

NOTE: The primary function and features of Lencki et al. provide or user choice/selection of health plan and carrier choice, price of the plan, and type of benefits associated with each plan (Lencki et al.; Abstract paragraphs [0116] [0117] [0118]).

As per claim 14, Wolff et al. teaches a method wherein transforming the application data into a secure digital file comprises assembling and encrypting the application data into a preformatted electronic document (Wolff et al.; paragraphs [0015] [0016] [0017] [0018]).

As per claim 15, Wolff et al. teaches a method wherein the preformatted electronic document comprises unalterable content (Wolff et al.; paragraphs [0015] [0016]).

As per claim 16, Wolff et al. teaches a method wherein the unalterable content is characterized by a fixed language, fixed font formats, and fixed style elements (Wolff et al.; paragraph [0016]).

NOTE: Regarding claims 15 and 16, Wolff et al. teaches that the Insurability Document File is organized into "standard sections" indicating to the examiner that certain components of the document are standardized and unalterable (Wolff et al.; paragraph [0016]). The examiner is interpreting the standardization features of Wolff et al. to be encompassing of the applicant's unalterable content, fixed language, fixed format, and fixed style elements.

As per claim 17, Wolff et al. teaches a method wherein the preformatted digital document is an Adobe.TM. portable document format (PDF) file (Wolff et al.; paragraphs [0015] [0016]).

As per claim 18, Smithies et al. disclose teaches a method further comprising: associating a unique electronic key with the secure digital file; and storing the unique electronic key in a look-up table (Smithies et al.; col. 7, lines 58-67 and col. 8, lines 1-14).

As per claim 19, Lencki et al. teaches a method further comprising: allowing the applicant to view the secure digital file; and allowing the applicant to reject, or approve the secure digital file (Lencki et al.; paragraphs [0166] [0223]).

As per claim 20, Wolff et al. teaches a method further comprising: presenting a user interface to the health insurance carrier for processing electronic application data (Wolff et al.; paragraphs [0014] [0015] [0018]); and receiving processing updates from the health insurance carrier (Wolff et al.; paragraph [0019]).

As per claim 21, Wolff et al. teach a method wherein presenting a user interface to the health insurance carrier for processing electronic application data comprises allowing the health insurance carrier to search the prior history of the applicant (Wolff et al.; paragraphs [0014] [0034] [0035]).

As per claim 22, Wolff et al. teaches a method wherein presenting a user interface to the health insurance carrier for processing electronic application data comprises allowing the health insurance carrier to view and print the secure digital file (Wolff et al.; paragraph [0018]).

As per claim 23, Wolff et al. teaches a method wherein presenting a user interface to the health insurance carrier for processing electronic application data comprises: allowing the health insurance carrier to attach notes to the electronic application (Wolff et al.; paragraph [0019]); allowing the health insurance carrier to update the status of the application (Wolff et al.; paragraph [0019] [0034]); allowing the health insurance carrier to download attached data files associated with the health insurance application (Wolff et al.; paragraph [0034]); and allowing the health insurance carrier to upload a data file including processing updates (Wolff et al.; paragraph [0034]).

As per claim 24, Wolff et al. teach a method further comprising electronically communicating to the applicant processing updates made by the health insurance carrier Wolff et al.; paragraphs [0018] [0019]).

As per claim 25, Wolff et al. teaches a method wherein electronically communicating to the applicant the processing updates made by the carrier comprises creating an electronic message indicating the processing updates (Wolff et al.; paragraph [0034]).

As per claim 26, Wolff et al. teaches a method further comprising sending the electronic message to the applicant (Wolff et al.; paragraph [0034]).

Regarding claims 2-7 and 9-26 the obviousness and motivation to combine as discussed with regard to claim 1 above are applicable to claims 2-7 and 9-26 and are herein incorporated by reference.

As per (currently amended) claim 27, Lencki et al. disclose a system comprising: a plurality of client devices (Lencki et al.; Abstract and paragraphs [0010] [0084]); a transaction facility coupled to the plurality of client devices (Lencki et al.; Abstract and paragraphs [0010] [0084]) to: receive health insurance application data from the client devices (Lencki et al.; Abstract and paragraphs [0010] [0084]).

Although Lencki et al. teaches the use of security measures including firewalls, SSL, and password authentication for users visiting the sites (Lencki et al.; paragraph [0097]), Lencki et al., fails to specifically teach assembly of user information into a single secure document for transmission to insurance carriers. Lencki et al. further fails to disclose the use of a binding electronic signature to consummate the transaction.

As evidenced by Wolff et al., the consolidation of insurance application information into a secure digital document for electronic transmission to involved parties is well known in both the insurance and e-commerce arts (Wolff et al.; paragraphs [0015] [0017] [0018]). Accordingly,

Wolff et al. teach transforming the application data into a secure digital file; and transmitting the secure digital file (Wolff et al.; paragraphs [0015] [0017] [0018]) to the health insurance carrier. Additionally, Wolff et al. disclose customizing the secure document to include any information required by a specific carrier (Wolff et al.; paragraph [0018]) and upon acceptance of an insurance bid, transforming the applicant's information into an official approved insurance application (i.e., finalized application) (Wolff et al.; paragraph [0020]). Though directed to the life insurance application process, Examiner submits that the secure document assembly and transmission of insurance application data disclosed by Wolff et al. and noted above are applicable to an insurance application process as a matter of user choice. Accordingly, Wolff et al. disclose transforming the health insurance application data into a secure digital file thereby creating a finalized health insurance application; and transmitting the secure digital file to the health insurance carrier (Wolff et al.; paragraphs [0015] [0017] [0018] [0020]).

Wolff et al. fail to disclose legally binding the policy/application by electronic signature.

However, as evidenced by Smithies et al., multi-step processes that require a party or parties to confirm transactional specifics, understanding of the material, and evidence the party's intention to be legally bound by the electronic agreement are well-known in the e-commerce art (Smithies et al.; Abstract, col. 7, lines 24-41, and col. 13, lines 14-51) in addition to providing an electronic signature (Smithies et al.; Fig. 4c and Fig. 4d). Accordingly, Smithies et al. disclose the amended limitations receiving, at a transaction facility, an electronic signature from the applicant; obtaining a confirmation from the applicant, in addition to the receiving of the

electronic signature, that the applicant intends to be legally bound by the electronic signature (Smithies et al.; Abstract, col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined the teachings of Lencki et al. with those of Wolff et al. and Smithies et al. Such combination would have resulted in a computer-based system and method which provides for user access to the system via a user-interface (Lencki et al.; Abstract and paragraph [0010]), provides for user entry of enrollment information into the system (Lencki et al.; paragraph [0084]), enables the user to select and purchase benefits from various insurance offered health insurance products (Lencki et al.; paragraphs [0114]), requires that the user confirms choices (Lencki et al.; paragraph [0165]), requires the user to commit to completing the transaction by committing to a dollar amount for each benefit and providing payroll information (Lencki et al.; paragraphs [0179] [0180] [0184]). Additionally, such a system and method would provide for the sending of required disclaimer language to the user in response to selection/choices (Lencki et al.; paragraph [0180]). Further, such a system and method would provide for the creation of a single Insurability Documentation File from entered and collected user data (Wolff et al.; Abstract and paragraph [0014]) and further provide for secure assembly of the document and secure transmission of the document over an encrypted or otherwise secure network to participating insurance companies (Wolff et al.; paragraphs [0015] [0018]). Additionally, such a system/method would have employed well-known techniques for producing and binding legal documents, such as insurance applications, by a multi-step process in which the affirming party is required to confirm that the affirming party (i) is in fact the identified party (ii) understands



Art Unit: 3626

that by entering the affirming data he or she is thereby affirming or becoming legally accountable for the undertakings of the document (iii) (he or she) has adequately reviewed the document transaction and (iv) understands the undertaking of an event or the provisions within the document (Smithies et al.; Abstract). The motivation to combine the teachings of Lencki et al with those of Wolff et al. would have been to create an Insurability Documentation File that contains information needed by insurers to evaluate a prospective insured party. Further motivation would have been to enable bidding by different insurers to increase the likelihood of the prospective insured finding an insurance policy that fits his or her needs (Wolff et al.; Abstract). The motivation to combine the additional teachings of Smithies et al. would have been to employ well-known techniques for electronically binding contractual documents by gathering additional collateral evidence to support the contention that the electronic signature was input by the person who is claimed to be the affirming party and to generate a comprehensive transcript of record of the facts and circumstances associated with a party's action as they "sign" and "affirm" and electronic document (Smithies et al.; col. 5, lines 40-44 and col. 6, lines 61-65).

As per (currently amended) claim 28, Lencki et al. disclose an apparatus comprising: an electronic presenter to present a user interface to an applicant over the network (Lencki et al.; Abstract and paragraphs [0010] [0219]), the user interface including information pertaining to a health insurance plan selected by the applicant and facilitating input of health insurance application data (Lencki et al.; paragraphs [0010] [0084] [0085] [0114]).

Lencki et al. fail to specifically disclose transforming the application data into a finalized application or transmitting a secure digital file. Lencki et al. further fail to disclose the use an electronic signature.

However, Wolff et al. disclose an application data processor to transform the health insurance application data into a secure digital file thereby creating a finalized health insurance application; and an electronic transmitter to transfer the secure digital file to the health insurance carrier over said network (Wolff et al.; paragraphs [0015] [0017] [0018] [0020]).

Wolff et al. fail to disclose binding by electronic signature.

However, as evidenced by Smithies et al., multi-step processes that require a party or parties to confirm transactional specifics, understanding of the material, and evidence the party's intention to be legally bound by the electronic agreement are well-known in the e-commerce art (Smithies et al.; Abstract , col. 7, lines 24-41, and col. 13, lines 14-51) in addition to providing an electronic signature (Smithies et al.; Fig. 4c and Fig. 4d). Accordingly, Smithies et al. disclose the amended limitations receiving, at a transaction facility, an electronic signature from the applicant; obtaining a confirmation from the applicant, in addition to the receiving of the electronic signature, that the applicant intends to be legally bound by the electronic signature (Smithies et al.; Abstract , col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined the teachings of Lencki et al. with those of Wolff et al. and Smithies et al. Such combination would have resulted in a computer-based system and method which provides for user access to the system via a user-interface (Lencki et al.; Abstract and paragraph [0010]), provides for user entry of enrollment information into the system (Lencki et al.; paragraph [0084]), enables the user to select and purchase benefits from various insurance offered health insurance products (Lencki et al.; paragraphs [0114]), requires that the user confirms choices (Lencki et al.; paragraph [0165]), requires the user to commit to completing the transaction by committing to a dollar amount for each benefit and providing payroll information (Lencki et al.; paragraphs [0179] [0180] [0184]). Additionally, such a system and method would provide for the sending of required disclaimer language to the user in response to selection/choices (Lencki et al.; paragraph [0180]). Further, such a system and method would provide for the creation of a single Insurability Documentation File from entered and collected user data (Wolff et al.; Abstract and paragraph [0014]) and further provide for secure assembly of the document and secure transmission of the document over an encrypted or otherwise secure network to participating insurance companies (Wolff et al.; paragraphs [0015] [0018]). Additionally, such a system/method would have employed well-known techniques for producing and binding legal documents, such as insurance applications, by a multi-step process in which the affirming party is required to confirm that the affirming party (i) is in fact the identified party (ii) understands that by entering the affirming data he or she is thereby affirming or becoming legally accountable for the undertakings of the document (iii) (he or she) has adequately reviewed the document transaction and (iv) understands the undertaking of an event or the provisions within

Art Unit: 3626

the document (Smithies et al.; Abstract). The motivation to combine the teachings of Lencki et al with those of Wolff et al. would have been to create and Insurability Documentation File that contains information needed by insurers to evaluate a prospective insured party. Further motivation would have been to enable bidding by different insurers to increase the likelihood of the prospective insured finding an insurance policy that fits his or her needs (Wolff et al.; Abstract). The motivation to combine the additional teachings of Smithies et al. would have been to employ well-known techniques for electronically binding contractual documents by gathering additional collateral evidence to support the contention that the electronic signature was input by the person who is claimed to be the affirming party and to generate a comprehensive transcript of record of the facts and circumstances associated with a party's action as they "sign" and "affirm" and electronic document (Smithies et al.; col. 5, lines 40-44 and col. 6, lines 61-65).

As per claim 29, Lencki et al. teaches an apparatus further comprising an electronic payment module to provide the applicant a form of electronic payment (Lencki et al.; paragraphs [0104] [0179] [0180]).

As per claim 30, Smithies teaches an apparatus further comprising an electronic signature module to provide the applicant a form of electronic signature to authenticate the applicant's intention to enter into a health insurance contract (Smithies et al.; Abstract, col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

Art Unit: 3626

Claim 31 repeats limitations set forth in claim 6 and is therefore rejected for the reason presented above regarding claim 6.

As per claim 32, Lencki et al. teaches an apparatus wherein the electronic health insurance application is in the form of any one of a hypertext markup language (HTML) page, an extensible markup language (XML) page, a dynamic HTML page, and a JavaScript (Lencki et al.; paragraphs [0276] [0277]).

As per claim 34, Lencki et al. teaches an apparatus wherein the electronic presenter provides a user interface to enable the applicant to enter data required in an application that corresponds to a chosen health plan (Lencki et al.; paragraphs [0010] [0084] [0085] [0114]).

As per claim 35, Lencki et al. teaches an apparatus wherein the electronic presenter is further to assist the applicant to choose the health insurance plan based on a plurality of factors pertaining to personal data of the applicant (Lencki et al.; paragraphs [0202] [0203]).

As per claim 36, Lencki et al. teaches an apparatus wherein the personal data includes the number of persons covered under the health plan (Lencki et al.; paragraphs [0083] [0084] [0086]), relation between the persons and the applicant (Lencki et al.; paragraphs [0083] [0084] [0086]), the age of the applicant (Lencki et al.; paragraphs [0138] [0140]), prior health history of the applicant (Lencki et al.; paragraph [0137]), a desired price of the plan, and a preference of the

applicant regarding a health insurance carrier providing the plan (Lencki et al.; Abstract paragraphs [0116] [0117] [0118]).

NOTE: The primary function and features of Lencki et al. provide or user choice/selection of health plan and carrier choice, price of the plan, and type of benefits associated with each plan (Lencki et al.; Abstract paragraphs [0116] [0117] [0118]).

As per claim 37, Lencki et al. teaches an apparatus of claim 28 further comprising a business rule module to analyze the application data received from the applicant to determine (Lencki et al.; paragraph [0299]), according to predetermined business rules, whether the applicant has properly filled out the electronic health insurance application (Lencki et al.; paragraphs [0108] [0166] [0223] [0299]).

As per claim 38, Wolff et al. teaches an apparatus wherein the application data processor is to transform the application data into a secure digital file by assembling and encrypting the application data into a preformatted electronic document (Wolff et al.; paragraph [0018]).

As per claim 39, Wolff et al. teaches an apparatus wherein the preformatted electronic document comprises unalterable content (Wolff et al.; paragraph [0016]).

Art Unit: 3626

As per claim 40, Wolff et al. teaches an apparatus wherein the unalterable content is characterized by a fixed language, fixed font formats, and fixed style elements (Wolff et al.; paragraphs [0015] [0016]).

NOTE: Regarding claims 39 and 40, Wolff et al. teaches that the Insurability Document File is organized into "standard sections" indicating to the examiner that certain components of the document are standardized and unalterable (Wolff et al.; paragraph [0016]). The examiner is interpreting the standardization features of Wolff et al. to be encompassing of the applicant's unalterable content, fixed language, fixed format, and fixed style elements.

As per claim 41, Wolff et al. teaches an apparatus wherein the preformatted digital document is an Adobe.TM. portable document format (PDF) file (Wolff et al.; paragraphs [0015] [0016]).

As per claim 42, Smithies et al. teach an apparatus wherein the application data processor is to associate a unique electronic key with the secure digital file and to store the unique electronic key in a look-up table (Smithies et al.; col. 8, lines 10-14).

As per claim 43, Lencki et al. teaches an apparatus further comprising an applicant user interface to allow the applicant to view the file and to allow the applicant to approve or reject the application (Lencki et al.; paragraphs [0108] [0166] [0223]).

Wolff et al. teaches transmission of the application to the carrier (Wolff et al.; Abstract paragraphs [0015] [0017] [0018]).

As per claim 44, Wolff et al. teaches an apparatus further comprising a carrier user interface to allow the health insurance carrier to view and print the secure digital file (Wolff et al.; paragraphs [0014] [0015] [0018] [0034]).

As per claim 45, Wolff et al. teaches an apparatus further comprising a carrier user interface to allow the health insurance carrier to attach notes to the electronic application (Wolff et al.; paragraph [0019]), to allow the health insurance carrier to update the status of the application (Wolff et al.; paragraph [0019] [0034]), to allow the health insurance carrier to download attached data files associated with the health insurance application (Wolff et al.; paragraph [0034]), and to allow the health insurance carrier to upload a data file including processing updates (Wolff et al.; paragraph [0034]).

As per claim 46, Wolff et al. teaches an apparatus further comprising a carrier user interface to allow the health insurance carrier to search the prior history of the applicant (Wolff et al.; paragraphs [0014] [0034] [0035]).

As per claim 47, Wolff et al. teaches an apparatus further comprising a status notifier to notify the applicant of the status of the application (Wolff et al.; paragraph [0034]).



Art Unit: 3626

Regarding claims 29-32 and 34-47 the obviousness and motivation to combine as discussed with regard to claim 28 above are applicable to claims 29-32 and 34-47 and are herein incorporated by reference.

As per (currently amended) claim 48, Lencki et al. disclose a computer readable medium that provides instructions, which when executed on a processor, cause said processor to perform operations comprising: presenting a user interface to an applicant over the network (Lencki et al.; Abstract and paragraphs [0010] [0219]), the user interface including information pertaining to a health insurance plan selected by the applicant and facilitating input of health insurance application data by the applicant (Lencki et al.; paragraphs [0010] [0084] [0085] [0114]); receiving at a transaction facility, the health insurance application data from the applicant via the network (Lencki et al.; paragraphs [0136] [0164]).

However, Wolff et al. disclose an application data processor to transform the health insurance application data into a secure digital file thereby creating a finalized health insurance application; and an electronic transmitter to transfer the secure digital file to the health insurance carrier over said network (Wolff et al.; paragraphs [0015] [0017] [0018] [0020]).

Wolff et al. fail to disclose binding by electronic signature.

However, as evidenced by Smithies et al., multi-step processes that require a party or parties to confirm transactional specifics, understanding of the material, and evidence the party's intention

Art Unit: 3626

to be legally bound by the electronic agreement are well-known in the e-commerce art (Smithies et al.; Abstract, col. 7, lines 24-41, and col. 13, lines 14-51) in addition to providing an electronic signature (Smithies et al.; Fig. 4c and Fig. 4d). Accordingly, Smithies et al. disclose the amended limitations receiving, at a transaction facility, an electronic signature from the applicant; obtaining a confirmation from the applicant, in addition to the receiving of the electronic signature, that the applicant intends to be legally bound by the electronic signature (Smithies et al.; Abstract, col. 7, lines 24-41, col. 13, lines 14-51, and Fig. 4c and Fig. 4d).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined the teachings of Lencki et al. with those of Wolff et al. and Smithies et al. Such combination would have resulted in a computer-based system and method which provides for user access to the system via a user-interface (Lencki et al.; Abstract and paragraph [0010]), provides for user entry of enrollment information into the system (Lencki et al.; paragraph [0084]), enables the user to select and purchase benefits from various insurance offered health insurance products (Lencki et al.; paragraphs [0114]), requires that the user confirms choices (Lencki et al.; paragraph [0165]), requires the user to commit to completing the transaction by committing to a dollar amount for each benefit and providing payroll information (Lencki et al.; paragraphs [0179] [0180] [0184]). Additionally, such a system and method would provide for the sending of required disclaimer language to the user in response to selection/choices (Lencki et al.; paragraph [0180]). Further, such a system and method would provide for the creation of a single Insurability Documentation File from entered and collected user data (Wolff et al.; Abstract and paragraph [0014]) and further provide for secure assembly of the document and

Art Unit: 3626

secure transmission of the document over an encrypted or otherwise secure network to participating insurance companies (Wolff et al.; paragraphs [0015] [0018]). Additionally, such a system/method would have employed well-known techniques for producing and binding legal documents, such as insurance applications, by a multi-step process in which the affirming party is required to confirm that the affirming party (i) is in fact the identified party (ii) understands that by entering the affirming data he or she is thereby affirming or becoming legally accountable for the undertakings of the document (iii) (he or she) has adequately reviewed the document transaction and (iv) understands the undertaking of an event or the provisions within the document (Smithies et al.; Abstract). The motivation to combine the teachings of Lencki et al with those of Wolff et al. would have been to create an Insurability Documentation File that contains information needed by insurers to evaluate a prospective insured party. Further motivation would have been to enable bidding by different insurers to increase the likelihood of the prospective insured finding an insurance policy that fits his or her needs (Wolff et al.; Abstract). The motivation to combine the additional teachings of Smithies et al. would have been to employ well-known techniques for electronically binding contractual documents by gathering additional collateral evidence to support the contention that the electronic signature was input by the person who is claimed to be the affirming party and to generate a comprehensive transcript of record of the facts and circumstances associated with a party's action as they "sign" and "affirm" and electronic document (Smithies et al.; col. 5, lines 40-44 and col. 6, lines 61-65).

[OO] Newly added claim 49 differs from currently amended method claim 1 by adding the limitation of providing the applicant with hyperlinks to portions of the application that have

Art Unit: 3626

legally binding language to obtain a confirmation from the applicant that the applicant intends to be legally bound by the electronic signature. As per this element, Smithies et al. disclose a transcript generator that serves to interactively display the provisions of the documents, transaction or statement to be affirmed (i.e., signed/legally binding) (Smithies et al.; col. 8, lines 60-66). Examiner considers this feature to be the functional equivalent of Applicant's use of hyperlinks.

Regarding claim 49, the obviousness and motivation to combine as discussed with regard to claim 1 above are applicable to claim 49 and are herein incorporated by reference.

[4] Claims 8 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lencki et al. Wolff et al., and Smithies et al. as applied to claims 1 and 28 above, and further in view of Peach (United States Patent Application Publication #2001/0049611).

Regarding claims 8 and 33, neither Lencki et al. nor Wolff et al. specifically teach different plans or adapting the interface to differentiate individual applicants, group applicants, and commercial applicants.

As per claim 8, Peach teaches a method wherein the health insurance plan selected by the applicant varies for individual applicants, private group applicants, and commercial group applicants (Peach; paragraph [0019]).

As per claim 33, Peach teaches an apparatus wherein the health insurance plan selected by the applicant varies for individual applicants, private group applicants, and commercial group applicants (Peach; paragraph [0019]).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have combined the teachings of Lencki et al., Wolff et al., and Smithies et al. as applied to claims 1 and 28, with those of Peach. Such combination would have resulted in a system and method that expanded on the previously discussed features of Lencki and Wolff by additionally providing the user with the versatility to provide the information necessary to obtain a quote one an insurance policy for any insurable entity including an individual person, a corporation or other business entity, an association of any other like group (Peach; paragraph [0019]). The motivation to combine the teachings would have been to provide for single data entry and sharing of insurance policy application and contract data, wherein new technologies are used to configure and update the process, improving dependability and timeliness, while decreasing cost (Peach; paragraph [0008]).

***Response to Arguments***

Applicant's arguments filed 7 February 2007 have been fully considered by the Examiner and are considered moot in view of newly added grounds of rejection.

In response, all of the limitations which Applicant disputes as missing in the applied references, including the features newly added in the 7 February 2007 amendment, have been fully addressed by the Examiner as either being fully disclosed or obvious in view of the collective teachings of Lencki et al., Wolff et al., Peach, and newly added reference Smithies et al., based on the logic and sound scientific reasoning of one ordinarily skilled in the art at the time of the invention, as detailed in the remarks and explanations given in the preceding sections of the present Office Action and in the prior Office Action (mailed 4 October 2006), and incorporated herein.

***Conclusion***

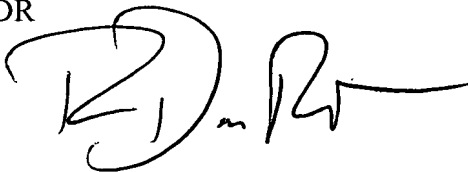
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert D. Rines whose telephone number is 571-272-5585. The examiner can normally be reached on 8:30am - 5:00pm Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Thomas can be reached on 571-272-6776. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3626

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

RDR

 4/30/07

**C. LUKE GILLIGAN  
PRIMARY EXAMINER  
TECHNOLOGY CENTER 3600**